

11. Project Description and Justification: Brochure on the Revolutionary War History of the Ninety Six National Historic Site (first land battle of the American Revolution & site of the

historic villages of Ninety Six and Cambridge) and the Battle of Long Cane (occurred in the Patriot stronghold of the South Carolina backcountry, near Ninety Six.)

Brochure will highlight guided walking tours available through the Historic Ninety Six Development Commission, annual living history events & reenactments, candle light tours and other events of historic interest scheduled for the Ninety Six area.

12. Economic Impact

Complete the following as it pertains to your project:

a. Advertising Reach and Exposure

How do you expect to influence visitors to come to your area, festival or attraction from outside South Carolina? Emphasis on the rich history of the Ninety Six area and a historic site that ranks

among the top 10 Revolutionary War sites in the country.

Approximately how many people outside your immediate vicinity will be exposed to your Funds-Sharing promotion? 20,000

Approximately how many people presently visit your area, festival or attraction? 60,000 annually to the Ninety Six National Historic Site

b. Taxes, Jobs and Expenditures

Will this project create or sustain tourism related jobs in your area? YES

Explain: The brochure will result in an increase in visitation, and impact favorably on hotel/motel, restaurant, and retail employment.

How will this project affect the local and/or state tax base? It will result in increased revenue from

sales taxes, accommodations taxes, business license taxes and property taxes (from both

new businesses that are attracted by an increase in traffic and individuals that decide to

c. Benefit to Community

What benefits will this project bring to your community?

Additional revenues and employment, strengthened retail area, enhanced civic and cultural identity, & it will aid in new business recruitment.

d. Provide any additional comments that support the economic impact of this project?

This brochure will maximize contact of visitors with members of the community, and provide

a framework that will allow networking of these visitors from the historic sites to local businesses and restaurants, and other points of interest.